

### **IIE (HK) Website Advertising Proposal**

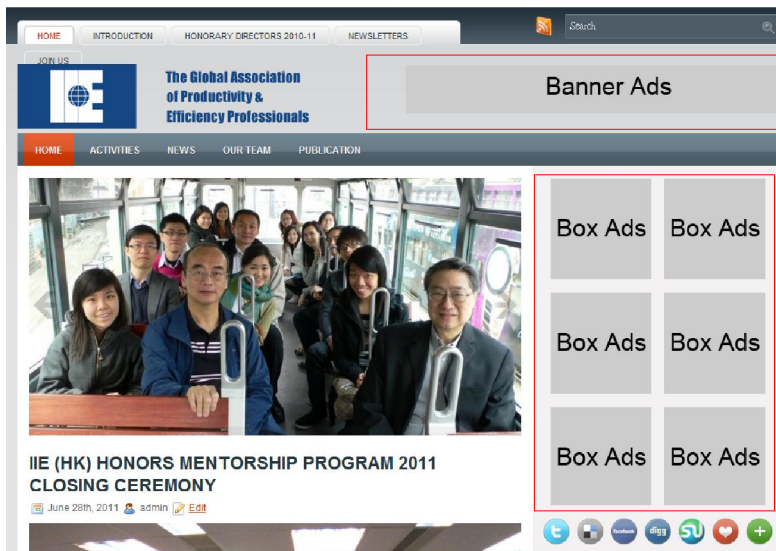
Institute of Industrial Engineers (hereinafter called IIE) is the world's largest professional society dedicated solely to the support of the industrial engineering profession and individuals involved with improving quality and productivity. Founded in 1948, IIE is an international and nonprofit association that provides leadership for the application, education, training, research and development of industrial engineering.

The Institute of Industrial Engineers (Hong Kong) Ltd. or IIE (HK) has developed from its origin as an offshore chapter of IIE to an affiliated member of the worldwide IIE representing industrial engineering professionals in Hong Kong.

Our IIE (HK) website offers our members an online platform and electronic resources for professional navigation and connection with various engineering professionals, academic institutions and associations in the world. Our website has been revamped in Oct 2010 and it indeed represents our membership as the number one in the industrial engineering profession in Hong Kong.

We are now pleased to offer our first launch opportunity to you to promote your company, institution or association on our website to reach a highly sought industrial engineering platform at [www.iiehk.org](http://www.iiehk.org) at a low cost with very limited advertising banners available. We believe this effective advertising platform is valuable for you to promote your professions and share your brands among IE-related professionals, institutes and corporations in the world.

Please contact Mr. Stennis Wong at [stennis.wong@iiehk.org](mailto:stennis.wong@iiehk.org) or 6020 7201 for inquiry.



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IIE (HK) HONORS MENTORSHIP PROGRAM 2011 CLOSING CEREMONY

June 28th, 2011 admin Edit

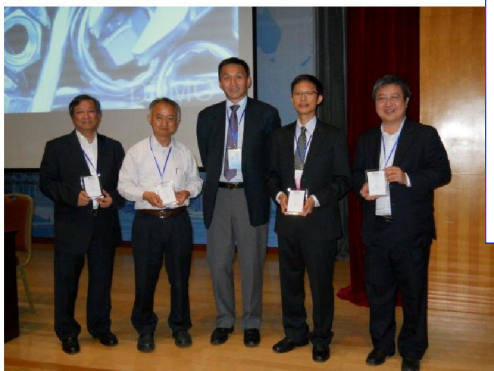
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The Closing Ceremony of the Honors Mentorship Program 2011 was successfully held on June 2011. We were pleased to have Ms. Musetta So and Ms. Jacqueline Lo to be the guest speakers of this event. Ms. So gave a talk on the basic accounting knowledge and skills for Engineers and Ms. Lo gave a career talk for mentees and offered some very useful interview and CV writing skills. After the two talks, we also arranged a Discussion Session where all the speakers, guests and mentees were invited onto the stage to share their experience and provide the mentees some career guidance. Lastly, we would like to take this opportunity to show our appreciation to all the mentors and mentees for their tremendous support and participation in the Mentorship Program.

#### "IE IN 2020'S" PANEL DISCUSSION AT IIE ASIAN CONFERENCE

June 25th, 2011 admin Edit



From Left to Right: Dr. Michael Hui, Dr. Aaron Tong, Mr. Henry Li, Prof. Fuguo Tsung, Dr. Benjamin Yen

On 10-12 Jun 2011, IIE held its first regional conference in Asian Area, IIE Asian Conference 2011, in Shanghai Jiao Tong University. The conference brought together scholars and industrial experts to share their views and experience in IE.

IIE (HK) has organized a panel discussion session in the conference, "IE in 2020's". We are honored to have invited Dr. Aaron Tong, Managing Director, TQM Consultants Co Ltd., Prof. Fuguo Tsung, Professor and Head, Dept. of Industrial Eng & Logistics Mgt, HKUST, and Dr. Benjamin Yen, Region Vice President in Asia of IIE to share their views on the future development of IE.

Over 300 IE professionals attended the panel session and it was a huge success. We would like to take this chance to thank all the panelists listed above for their support, and also Dr. Michael Hui, Chairman of Concept Innovation, for being the moderator of the panel.

#### CONFERENCES ORGANIZED BY CMES

May 12th, 2011 admin Edit

Chinese Mechanical Engineering Society (CMES) will organize two conferences in July and

### IIE (HK) website information

#### Address

[www.iehk.org](http://www.iehk.org)

#### Advertising Rates (HKD)

Location	6-mth plan	12-mth plan	Size
Banner	6000	10,000	468 x 60 px
Box*	2000	3500	125 x 125 px
Side Bar*	1500	2500	280 x 70 px

\* per block quotation, advertisement may occupy multiple blocks

#### Remarks

1. Materials should be supplied by advertiser 7 days prior to launching
2. No Cancellation is accepted after signing the insertion confirmation



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